

Make old friends, faster:

Exploring the value of emotion-driven engagement

Companies that treat customers as longtime friends are onto something powerful: **a new breed of brand relationship** that inspires strong and lasting bonds mirroring the best emotional qualities of human relationships. To do so, brands must look **beyond customer experience** to the deeper connections that constitute human experience. Focusing on connecting with customers in just the right way at just the right moments will require a **new operational discipline—OpCX**—which embeds emotionally intelligent capabilities into every fiber of a company's operations to deliver empathetic, responsive, **contextual HX at scale**.

Connect emotionally to drive brand loyalty.



Rational thoughts draw consumers, but emotions strengthen the bond.

LOVE
ADORE
HAPPY
60% of longtime customers use emotional language to describe favorite brands.

Why do they recommend brands to friends & family?

44%
Emotions (fun, love)

3%
Values (social responsibility, patriotism)

Mirror human relationships through two-way communication.

70% say a brand relationship means providing feedback—and being heard.



In response, people expect brands to:

- 69%** Solve the issue
- 67%** Recognize loyalty with special offers
- 66%** Develop new offerings to meet emerging needs

68% Rational thinking rears up if brands don't nurture emotional ties. **68%** leave a brand for rational reasons (wrong items delivered, faulty products).



Know the line between responsive and invasive.

83% say the emotion of trust aligns with their favorite brand.

59% don't want brands to respond when they post positively about the brand on social media, but 54% expect a timely response to a negative post.



57% expect brands to know their customer service history ...

... but **35%** don't want brands to know their browsing history for similar products or services.

Build trust through a consistent, reliable voice.

69% say "reliable, great customer service" makes a brand their favorite for online shopping, specifically:

- Follow up on shipping
- Make the customer feel valued
- Refund and replace unsatisfactory products



Strong feedback loops make customers happy.

46% like it when a brand brings up their last interaction.